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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058.

PROPOSED NEW USDA 'HOME & GARDEN' PUBLICATION WOULD SUPERSEDE 4 PREVIOUS BOOKS

USDA's Extension Service is considering a new publication entitled "Home Canning Guide" which would supersede four USDA home and garden publications: Home Canning of Fruits and Vegetables (HG-8), How to Make Jellies, Jams and Preserves at Home (HG-56), Making Pickles and Relishes at Home (HG-92), and Home Canning of Meat and Poultry (HG-106).

Pat Calvert, ES' deputy director of information and communications, and Nancy Sowers, ES' head of publications, recently met with Ed Poe, chief of the Publishing Division in USDA's Office of Information, and his associate Frank Samay, and Vincent Hughes, of OI's Design Division, to review the plans.

The new "Home Canning Guide" would explain the scientific principles in which canning techniques are based, canning equipment and the proper use of jars and lids. It would also describe basic canning ingredients and procedures and how to use them to achieve safe, high-quality canned products.

The publication also would include a series of six canning guides for specific foods. These guides would offer detailed directions for making sugar syrups, and for canning fruits and fruit products, tomatoes and tomato products, pickles and relishes, other vegetables, red meats, poultry and seafoods.

According to Calvert, the publication would contain many new research-based recommendations to help in canning safer and better quality food at home. It would be an invaluable resource book for persons who are canning food for the first time, Poe said.

6/2

USAGE OF USDA'S ELECTRONIC DISSEMINATION OF INFORMATION SERVICE CLIMBING

As more USDA agencies add information, usage of the Department's EDI (Electronic Dissemination of Information) service continues to climb.

According to statistics provided by Martin Marietta Data Systems, USDA's EDI contractor, public users of the computerized information service pulled nearly 450,000 lines, or about 8,800 pages of single-spaced copy, of USDA information during April. That was up from the 303,000 lines accessed in March and considerably more than the 250,000 lines pulled in February.

Dialcom Inc. pulled more than 140,000 lines (nearly 3,300 pages) during April, to lead the other public users of the EDI service. The USDA information was automatically loaded into the USDA ONLINE service for electronic access by Dialcom clients, including USDA offices, State (and county) Cooperative Extension Services, State Departments of Agriculture, agricultural organizations, some news media and other commercial entities.

AGRICULTURE USA, an electronic information service of Pioneer Hi-Bred International (available via Lockheed's Dialog service), pulled nearly 100,000 lines of USDA information from EDI during April. Other heavy users were: Agnet, AgriData Network, Data Resources, IOWA FARMER TODAY, Knight-Ridder Financial Wire, Nihon Keizai Shimbun (Japanese news organization), Oster Communications (Pro Farmer) and Sparks Commodities.

Meanwhile, USDA agencies were loading more information into the EDI service. In April, 8 agencies loaded 140,309 lines of USDA information. That was up from the 108,399 lines made available in January.

(more)

The Agricultural Marketing Service continues to lead in amount of information made available through EDI--an average of more than 50,000 lines a month. The National Agricultural Statistics Service is averaging about 22,500 lines, Foreign Agricultural Service 19,200, Economic Research Service 18,400, World Agricultural Outlook Board 4,100, Agricultural Stabilization & Conservation Service 2,200, Extension Service 1,500, and the Office of Information 6,700.

The Agricultural Research Service has become the ninth agency to begin loading information, and the Office of Transportation is gearing up to begin.

Russell Forte, public affairs specialist with the Special Programs Division of the Office of Information and coordinator of the EDI and USDA ONLINE services, arranged for EDI training during the first week of June for nearly 40 employees from 11 different USDA agencies. He says that's another sign of the interest in the EDI service and commitment to it by the agencies.

For additional information about EDI, contact Forte in Room 536-A, Special Programs Division, OI, USDA, Washington, DC 20250, or via Dialcom electronic mailbox AGR010 or Telemail mailbox RFORTE, or telephone (202) 447-5505.

6/2

----- NEW SERIES OF USDA FACT SHEETS FOR SMALL-SCALE AGRICULTURE UNDERWAY

USDA's Office of Information, in cooperation with USDA's Office of Small-Scale Agriculture, is developing a series of 2-page fact sheets on small-scale and alternative farming.

The first one, on herb growing and marketing, has been drafted and is in clearance with appropriate USDA agencies involved in providing the information. Other recommended topics include: Sheep, goats, shiitake mushrooms, wild flowers, potted plants, ornamentals and speciality vegetables.

John Crowley, public affairs specialist with the Special Programs Division of USDA's Office of Information, is coordinating the project. George Holcomb, with the same division, is serving as the editor. They're working closely with Ed Poe, chief of OI's Publishing Division, and Howard "Bud" Kerr, head of the Office of Small-Scale Agriculture, under the direction of USDA's Assistant Secretary for Science and Education.

For further information about the series, contact Crowley in Room 536-A, Special Programs Division, OI, USDA, Washington, DC 20250, or via Dialcom electronic mailbox AGR203, or telephone (202) 447-8181.

6/3

----- RETIRED USDA FARMERS HOME ADMINISTRATION INFORMATION DIRECTOR DIES

Philip S. Brown, who retired as information director of USDA's Farmers Home Administration in 1969, died from injuries he received in a traffic accident May 30 near his vacation home in Bethany Beach, Del. He was struck by a car while crossing the highway.

Brown first joined USDA after serving with the U.S. Army in Europe during World War II. He had been an information officer with the old Resettlement Administration prior to his war duties. He worked for USDA until he retired in 1969 as the head of information for FmHA.

He then joined what became Rural America, a nonprofit organization based in Washington, D.C., and was its information chief until retiring a second time in the late 1970s. He was 72 years old when he died.

6/3

'AG IN THE CLASSROOM' NATIONAL MEETING HELD IN WASHINGTON, D.C., JUNE 7-9

Over 100 education and agriculture representatives from 35 states, and Canada, met June 7-9 in Washington, D.C., for the annual national meeting of leaders of the "Ag in the Classroom" program.

Coordinated by USDA, this program brings information about the role and importance of agriculture to school children across the country. USDA director of the program is Shirley Traxler, who reports to the Assistant Secretary for Science and Education.

For further information, contact Shirley Traxler at (202) 447-5727 or Dialcom mailbox DAG805, or contact Sally Katt, public affairs specialist with the Special Programs Division, USDA's Office of Information, at (202) 382-9435 or Dialcom mailbox AGR205.

6/4

THREE USDA-FDA REGIONAL JOURNALISTS' CONFERENCES ARE SCHEDULED FOR OCTOBER

Chicago, Denver and Washington, D.C., have been selected as sites for the 1987 regional journalists' conferences sponsored by USDA and the Food & Drug Administration of the U.S. Department of Health & Human Services.

The 2-day sessions will be held Oct. 1-2 in Washington, Oct. 15-16 in Denver, and Oct. 29-30 in Chicago.

Last year, USDA and FDA sponsored similar sessions in Los Angeles and New York City. The meetings are designed to put journalists in different sections of the country in face-to-face sessions with Federal officials responsible for administration of programs dealing with food safety, quality and nutrition, including research.

Further details about the upcoming meetings are available from either Sally Katt, public affairs specialist, Special Programs Division, Office of Information, USDA, Room 536-A, Washington, DC 20250, telephone (202) 382-9435 or Dialcom mailbox AGR205, or Marci Hilt, public affairs specialist, News Division, Office of Information, USDA, Room 406-A, Washington, DC 20250, telephone (202) 447-6445, or Dialcom mailbox AGR006.

6/4

NATIONAL ACE CONFERENCE TO BE HOSTED BY LSU, BATON ROUGE, LA., JULY 12-16

The annual national conference of ACE (the Agricultural Communicators in Education) will be held July 12-16 on the Louisiana State University campus in Baton Rouge. The theme is "Challenge '87."

For registration or other information about the conference, contact Ted Holmes, with LSU's Cooperative Extension Service, at (504) 388-2263, or send message to Dialcom mailbox AGC010.

6/4

PLANNING IS UNDERWAY FOR THE 1988 AGRICULTURAL COMMUNICATORS CONGRESS

First meeting of the planning committee for the 1988 Agricultural Communicators Congress was held recently. The congress is set for the J.W. Marriott Hotel in downtown Washington, D.C., July 10-13, 1988. This will be the second such congress--first was held in July 1984.

(more)

Five major ag communications organizations have representatives on the steering committee: Agricultural Relations Council, Agricultural Communicators in Education, American Agricultural Editors Association, Cooperative Editorial Association and National Association of Farm Broadcasters.

For additional information about the 1988 Ag Communicators Congress, get in touch with Paul Weller, ARC/AAEA, Agri-Washington, 11 Dupont Circle, Suite 700, Washington, DC 20036, telephone (202) 745-1994, or with Larry Quinn, Chief, Video & Film Division, Office of Information, Room 1618-S, U.S. Department of Agriculture, Washington, DC 20250, telephone (202) 447-2592 or Dialcom mailbox AGR016.

6/4

WANT TO KNOW WHAT'S COMING UP? CHECK ELECTRONIC AG CALENDAR OF UPCOMING EVENTS

The four significant agricultural communications events described above serve as a reminder that these events, and many agriculturally-related events, are listed in the electronic "Ag Calendar of Upcoming Events," available through USDA ONLINE on the Dialcom system.

"AGCAL," as it is fondly called by regular users (AGCAL also is the access code, or USDA AGCAL from system prompt), is updated weekly by Denver Browning, public affairs specialist with the Special Programs Division of USDA's Office of Information. The entire calendar is updated Monday mornings to provide the latest additions. It is an electronic service--printed copies are not available (there's no mailing or distribution list to worry about).

The most recent update has 275 upcoming events listed--228 for the remainder of 1987 and 47 for January through December 1988. Most of the events listed are national or regional in scope, but some are international and some significant state events are listed.

Names of USDA's top level officials who are speaking at the event listed are so noted. Also, USDA exhibits scheduled for the event are mentioned.

If when checking AGCAL, you see that some major agricultural event is not listed, Browning would appreciate a note (preferably an electronic message or a telephone call) so he can add it during the next update.

Browning's telephone number is (202) 447-2058 and Dialcom mailbox AGR209.

6/4

MARYLAND EXTENSION SERVICE & FARM BUREAU EFFORT OFFERS ELECTRONIC FARM NEWS

The University of Maryland--through its Cooperative Extension Service--has become the first university to be an information supplier for ACRES, the nationwide electronic information system operated by the American Farm Bureau Federation.

ACRES is an acronym for Agricultural Communications & Resource Evaluation System. It furnishes to paid subscribers statistical information and market reports on crops, livestock and poultry, as well as weather information on a nationwide, regional, state and county basis.

The Maryland Extension Service cancelled its pioneering ESTEL computer information system for farmers earlier this year, after running out of funds to continue the program. The former ESTEL (Extension Service Telecommunications) customers are able to gain access to ACRES using computer equipment already on hand.

(more)

Four College of Agriculture departments and two administrative offices at the University of Maryland are contributing information for access by ACRES customers. Support also comes from the information and publications and the computer and information systems offices.

Much of the input from information and publications will involve news of Extension Service activities and a monthly calendar of Extension-sponsored educational meetings involving more than one county.

For further information about the new electronic service, contact Milt Nelson, press specialist, 0109 Symons Hall, University of Maryland, College Park, MD 20742, or call at (301) 454-3622.

6/5

'JOURNAL OF PUBLIC COMMUNICATION' SOUNDS LAST CALL FOR PROFESSIONAL PAPERS

June 26 is the deadline for papers to be submitted for publication in the 1987 issue of the "Journal of Public Communication," published by the National Association of Government Communicators (NAGC). The journal serves as a national forum for commentary, ideas, perspectives, professional ethics and skills.

Articles are not limited to members of the NAGC. Although the journal is for members of NAGC, it is shared with a broader audience. Therefore, it is open to outside experts in all levels of federal, state and local government, professional journalists and political employees, whether elected or appointed.

Article length should be about 2-3,000 words (8-12 double-spaced pages); shorter pieces are acceptable. Manuscripts must be typed double-spaced, and will not be returned unless accompanied by a stamped, self-addressed envelope. Please include a short biography and a black-and-white photo.

Send articles to Robin PanLener, journal editor, 504 Rice Street, St. Paul, MN 55155. You may call PanLener at (612) 296-4273 for further information.

6/5

USDA PUBLIC AFFAIRS SPECIALIST SELECTED FOR CONGRESSIONAL FELLOWSHIP PROGRAM

Sally A. Katt, a public affairs specialist with the Special Programs Division of USDA's Office of Information, has been selected to serve in the Congressional Fellowship Program sponsored by the American Political Science Association. Program begins November 10, 1987, and concludes mid-August 1988.

Only 11 federal employees were selected in a national competition as "Federal Fellows" for the 1987-88 program. Katt, the only public affairs or information specialist selected, is one of two USDA employees named.

The participants will serve as professional staff assistants to U.S. senators and representatives for nine months.

The winners were selected on the basis of professional experience, career goals and interest in national politics and the legislative process. Sponsored by the APSA since 1953, the Congressional Fellowship Program gives outstanding federal employees, political scientists, journalists and medical faculty an opportunity to acquire a rich understanding of the legislative process.

Katt has been part of OI's Special Programs Division staff for more than six years. Her major assignment has been the coordination of USDA school-directed materials and related information. She's been closely associated with the "Ag in the Classroom" program since its inception. She also has been involved in the coordination of many special events, including the USDA-sponsored regional journalists' conferences.

6/5

VETERAN USDA, LAND GRANT UNIVERSITY, PRIVATE RESEARCH AG COMMUNICATOR TO RETIRE

Mason E. Miller, who has earned a national reputation for leadership in communication research and training and for service to professional societies in his field, will retire July 31 as head of communication of the international agricultural research organization, Winrock International.

Miller joined Winrock in 1983 after he left USDA. He had been communication officer and scientist for USDA's Cooperative State Research Service in Washington, D.C., from 1975 to 1982.

He graduated from the University of Colorado in 1948, and then quickly earned a master's degree from Northwestern University. In 1949, he became agricultural experiment station editor at Washington State University. In 1961 he became associate professor of extension communication and training at Michigan State University, where he earned his doctorate in 1964. He remained at MSU until joining USDA in 1975.

The Winrock headquarters staff will salute Miller with several activities on July 17, at Morrilton, Arkansas. For more details, contact Ted Hutchcroft, Communication Staff, Winrock International, Route 3, Morrilton, AR 72110, or call at (501) 727-5435.

6/5

MEDIA SERVICES POSITION OPEN IN AG COMMUNICATIONS AT UNIVERSITY OF ILLINOIS

Applications are being accepted by the University of Illinois for a media services position in the Office of Agricultural Communications and Extension Education at Urbana-Champaign. Deadline is June 22.

The incumbent provides communication support for Extension Service specialists and other faculty of the College of Agriculture. Specific responsibilities include writing and editing news releases, developing and maintaining media contacts, planning and coordinating multi-media educational programs, and developing and presenting in-service educational programs on media and methods for state and county Extension personnel.

A bachelor's degree in ag journalism/communications or journalism/communications is required. Also required is at least three years' experience with a newspaper, magazine or agricultural communication unit. Excellent writing skills are a must.

Contact Ray Woodis, Media Services Coordinator, Agricultural Communications & Extension Education, 65 Mumford Hall, 1301 West Gregory Drive, Urbana, IL 61801, or call (217) 244-2835.

6/5

FORMER USDA PRESS SECRETARY BACK TO FULL-TIME AGRICULTURAL INFORMATION WORK

John Ochs, special assistant and press secretary to former U.S. Secretary of Agriculture John R. Block, has returned to agricultural information work.

After leaving USDA in early 1986, Ochs joined the Ford Motor Company as its Washington public affairs manager.

With Ford's new agricultural acquisitions and a promise that Ford will become a major player in the ag arena, Ochs has accepted the position of heading up public affairs and press operations with Ford's ag subsidiary, "Ford New Holland." He'll report directly to the president of FNH.

Corporate headquarters will be moved from Detroit to New Holland, Pa., on Sept. 1. However, Ochs hopes to set up shop in New Holland as early as July 1.

6/5

COOPERATIVE PUBLISHING BETWEEN USDA AND LAND GRANT UNIVERSITIES BEING PUSHED

Cooperative publishing between the State Cooperative Extension Services and USDA has a history stemming from the Smith-Lever Act of 1914. Many USDA publications have been made available to the Extension Services either on a cost share basis, or through outright purchases by the states from U.S. Government Printing Office sales stocks.

Ed Poe, chief of the Publishing Division in USDA's Office of Information, says renewed emphasis on cooperative publishing is needed.

With shrinking state budgets and the need for distributing the most economical publications to small-scale farmers, Poe says future efforts will be made to establish a closer system of communications between the states and USDA and to broaden a selection of useful titles in the government inventory.

At the same time, cooperative publishing can help avoid costly duplication of effort by the state institutions and USDA while fulfilling the obligation to provide "information on agriculture in the broadest sense of that term" (as stated in the organic act establishing USDA).

While attending a recent conference in Atlanta, Ga., on the challenges of meeting the rural South's crisis, Poe took the opportunity to discuss the list of potential topics for the series of new fact sheets being developed by the Office of Information in cooperation with USDA's Office for Small-Scale Agriculture.

He said a number of the state people expressed interest in reviewing the new fact sheets which could develop into a joint State-USDA printing.

Others interested in discussing the possibilities of cooperative publishing can contact Ed Poe in the Office of Information, Room 544-A, USDA, Washington, DC 20250, or call at (202) 447-6623.

6/9

PUBLIC AFFAIRS & INFORMATION WORKSHOPS SCHEDULED BY DIFFERENT ORGANIZATIONS

Public affairs specialists and others in ag communications work will never find a shortage of workshops, seminars and conferences designed to hone professional skills.

The Public Relations Society of America, in cooperation with New York University's School of Continuing Education Management Institute, will hold a 2-day public affairs writing workshop in Washington, D.C., Sept. 14-15.

Although most of the NYU/PRSA workshops are held in New York City, some are conducted in Washington and a few in Chicago. They range from basic and advanced writing skills for press and broadcasting, and media relations, to employee communications, communication planning and management, and marketing.

To get a copy of their July-October catalog, write to NYU/PRSA Program, NYU School of Continuing Education, 310 Madison Avenue, Room 1710, New York, NY 10017, or call (212) 682-1435.

Another organization, the Professional Development Institute, also offers various public affairs seminars, such as writing effective speeches, layout and design for internal publications, creating results with special events and many more. All are held in New York City. A copy of their April-December catalog is available from 2472 Fox Avenue, Baldwin, NY 11510, or call (516) 868-5757.

And, not to be outdone, Ragan Communications, Inc., of Chicago offers many kinds of communication workshops. Latest notice shows three for Washington, D.C.: Photojournalism for Organizations, July 14; Advanced Writing & Editing Techniques, July 15; and The Do-It-Yourself Designer, July 16-17. If you want additional information about these and others, write to Ragan Report Workshops, 437 S. Dearborn, Chicago, IL 60605, or call (312) 922-8245.

6/9

SOIL CONSERVATION SERVICE SOIL SURVEYS MAY BE TELECOMMUNICATED TO GPO

USDA is seriously considering option of telecommunicating text of soil surveys conducted by USDA's Soil Conservation Service to the U.S. Government Printing Office's new dial-up photocomposition system.

Phil Chavez of SCS' information staff, Tom Calhoun, SCS' soil scientist, and Phil Butler and Joe Stanton of the Printing Division in USDA's Office of Information met with GPO officials to discuss the possibility.

Equipment necessary to communicate with the GPO system is available on lease from GPO, according to Warren Bell, chief of the Printing Division.

Use of the leased equipment would eliminate the need for magnetic tapes of the soil surveys now being prepared by SCS for GPO. In addition, SCS could see the proofs on their laser printer, make corrections and send proofs back to GPO by telephone without going through GPO's photocomposition system--a tremendous savings, according to Bell.

Also, SCS could use the laser printer to produce camera copy or have GPO photocompose their type matter. For composition, trips back and forth to GPO would be eliminated--everything would be telecommunicated.

Anyone interested in more information about this procedure should contact Joe Stanton, Head of Electronic Composition and Soil Survey Branch, Printing Division, Room 501-A, Office of Information, USDA, Washington, DC 20250, or call (202) 447-8661.

6/9

NEW CARBONLESS PAPER, WITH EIGHT LEGIBLE COPIES, NOW ON THE MARKET

No more messy carbons. No misregister of parts. No dirty hands. And, most important, all eight copies are clear and legible.

That's the word from the Printing Division of USDA's Office of Information about a new carbonless paper capable of printing out eight legible parts on your impact printer.

Al Senter, deputy chief of the Printing Division, has been talking to the president of PNW Papers, Inc., about the new product. Senter says samples and specifications should be available very shortly.

If you have further interest, you can talk to Senter at (202) 447-7175, or write to him in the Printing Division, Room 501-A, Office of Information, USDA, Washington, DC 20250.

6/9

SUPERVISORY PUBLIC AFFAIRS SPECIALIST SOUGHT BY USDA INTERNATIONAL AGENCY

USDA's Office of International Cooperation and Development has announced a position for a supervisory public affairs specialist, GS-1035-13. Closing date for applications is June 22.

Incumbent is responsible for planning and carrying out the overall public information program and policies of the international agency, headquartered in Washington, D.C.

Applicants must have progressive responsible experience which demonstrates possession of skills in written communications, oral communications and interpersonal relations, as well as analytical skills.

Send applications to Evelyn Henderson, Personnel Office, OICD, USDA, Washington, DC 20250. For further information call her at (202) 653-9241.

6/9

USDA COMMUNICATORS RECOGNIZED AT DEPARTMENT'S ANNUAL HONOR AWARDS CEREMONY

Five USDA communicators were recognized during the Department's 41st annual Honor Awards Ceremony June 10. Secretary of Agriculture Richard E. Lyng presided over the ceremony.

All five were members of teams or groups recognized for distinguished or superior achievement.

Bonnie Aikman, Wayne Baggett and Betsy Nordin, of USDA's Animal and Plant Health Inspection Service, were members of the "Beagle Brigade" Detector Dog Program Team. The APHIS team was recognized for distinguished service in successfully developing and implementing USDA's program which has enhanced the effectiveness and the public's awareness of the international passenger clearance program. Aikman and Baggett are public affairs specialists; Nordin is a visual information specialist.

Danielle Schor, public affairs specialist with USDA's Food Safety and Inspection Service, was a member of the USDA Heptachlor Emergency Response Team, which was recognized for superior service through its exemplary leadership and creativity in containing the 1986 heptachlor contamination of meat and milk products that seriously endangered public health and the industry's well-being.

Stan Prochaska, chief of the Special Programs Division in USDA's Office of Information, was a member of the USDA Electronic Dissemination of Information Design Team. The team was recognized for superior service for an outstanding interagency team effort in pioneering the Federal government's first Department wide electronic system to disseminate time-critical information to the public.

Noteworthy is that all the communicators were members of program teams assembled in response to a public need, and served as full-fledged members of those teams. And, then were honored as members of those recognized teams.

6/10

LOUISIANA AGRICULTURAL EXPERIMENT STATION EDITOR DIES OF LUNG CANCER

Donald E. Didier, editor for the Louisiana Agricultural Experiment Station since 1966, died April 30 in Baton Rouge after a four-year struggle with lung cancer.

Didier attended Texas A&M and was a journalism graduate of Louisiana State University. A technical editor without peer, he had both the ability to clarify complicated material and the finesse in convincing scientists that his way was indeed the better way to put it.

Didier was unable to go the office the last several weeks of his life, but he stayed in harness till the end, returning his last manuscript--impeccably edited--two days before he died.

6/15

SOUTH DAKOTA STATE U. NAMES NEW ACTING HEAD OF AGRICULTURAL COMMUNICATIONS

Larry Tennyson, information specialist for publications and special projects, has been named acting head of the Office of Agricultural Communications at South Dakota State University. The position cannot be filled permanently until the board of Regents lifts a freeze on filling Cooperative Extension positions which was imposed on April 23.

(more)

Tennyson holds degrees from Nebraska State College and South Dakota State University. He received a doctor of education degree in adult and higher education from the University of South Dakota.

He joined the SDU Agricultural Communications staff in 1973. He also served as public information officer for the South Dakota Department of Agriculture for a period of time.

As acting head, Tennyson will replace John Pates who will retire July 1.

6/15

USDA HELD AUDIOCONFERENCE ON 'VIDEOCONFERENCE NETWORKING TIPS'

Doug Widner, a well-known, Washington, D.C., area videoconference authority, will offer videoconference networking tips during a USDA audio teleconference on Thursday, June 18, at 2:15 p.m.

Since 1978, Widner has been active in the videoconferencing field, with the National Aeronautics & Space Administration, nonprofit organizations such as the Public Service Satellite Consortium, and commercial firms such as the videoconferencing service of the U.S. Chamber of Commerce (BIZNET).

He is now back with PSSC as vice president for corporate programs, developing various telecommunications services for the private sector. He recently authored a book, "Teleguide," with how-to tips on videoconferencing.

Anyone outside of the downtown USDA complex, including field offices, land grant universities and others interested in learning videoconferencing tips from an expert, and who would like to call into future audioconferences, should get in touch with Betty Fleming of the USDA Teleconference Center in the Office of Information's Video and Film Division. Fleming's telephone number is (202) 447-5368.

6/15

FORMER USDA COMMUNICATOR NAMED NATIONAL EDITOR OF THE 'BALTIMORE SUN'

Edwin W. Goodpaster, a former USDA information official, has been named national editor of the BALTIMORE (Md.) SUN. He had been deputy chief of the SUN's Washington Bureau.

Goodpaster headed USDA public information activities as associate director for public affairs during 1977-1979. In 1980, he was named Deputy Assistant Secretary for Governmental and Public Affairs, serving in that position until January 1981 when he became editor of a national weekly newspaper. He had worked for the WASHINGTON POST before taking the USDA position.

6/15

CORNELL DOCUMENTARY ON RESEARCH WINS SILVER AWARD IN CASE FILM FESTIVAL

"New Beginnings," a Cornell University documentary on the latest agriculture research as it benefits consumers, won a silver award in the 1987 CASE (Council for the Advance & Support of Education) film festival.

The 15-minute program was produced by the Media Services ETV Center at New York's Cornell University. The award noted that the "photography, original full-orchestral score and glimpses of vital scientific work contributed to an information program of current interest to students and adults."

(more)

Used throughout the country by state agricultural experiment stations, the film explains how Hatch Act funding through USDA contributes to the well-being of the consumer and the agricultural industry. The film was produced to celebrate the Hatch Centennial in 1987.

"New Beginnings" is available on film or videotape from Cornell University Distribution Center, 8 Research Park, Ithaca, NY 14850.

6/15

NEW, EXPENSIVE REPORT OUT ON OPTICAL DISK DOCUMENT STORAGE & RETRIEVAL SYSTEMS

For years, optical disk technology was much discussed, much anticipated, but not very visibly present. But, now, everyone is talking about CD-ROM and related technologies.

More is on the way, i.e. CD-I, the erasable optical disk, and CD-PROM, to just name a couple. One area that optical disk technology is already deeply affecting is document storage and retrieval, both images and alphanumerics.

However, vendors and users have many issues to resolve in the months and years ahead. There's even the question whether integrating records management and document archiving functions with more time-critical information management activities of organizations will be met in the marketplace with excitement or with indifference.

International Resource Development, Inc., a Norwalk, Conn., market research firm, has just completed an 184-page study projecting the impact of optical disk technology on document storage and retrieval markets. Optical disk and competing technologies are compared, key issues as the implications for office automation generally are discussed, suppliers profiled and detailed 10-year market forecasts are provided.

The report, No. 730, which was completed in March 1987, costs \$2,100 -- that's right! If you're still interested, write to IRDI, 6 Prowitt Street, Norwalk, CT 06855. No, USDA's Office of Information does not have a copy.

6/19

OMB HAS ASKED FOR INVENTORY OF INFORMATION DISSEMINATION PRODUCTS, SERVICES

The White House Office of Management and Budget has asked all Federal executive branch departments to create an inventory of their public information services, including all information disseminated in electronic formats.

In an OMB bulletin (No. 87-14) signed by OMB Director James C. Miller and received by the Secretary of Agriculture, USDA is being asked to submit a report on "Government Information Dissemination Products and Services" by September 11. In addition to the printed report, USDA and other departments will be required to provide a copy of the inventory in electronic format (5-1/4 inch diskettes, ASCII files capable of being read by an IBM or IBM-compatible personal computer).

The required report is an extension of the annual report on government publications previously required under OMB Bulletin No. 86-11.

The "information dissemination products and services" are defined by OMB as (1) periodicals and non-recurring publications as defined in OMB Circular No. A-3 and (2) machine-readable data files, software files, online database services and electronic bulletin boards, issued or disseminated by agencies to the general public.

(more)

Dissemination to the general public means distributing without limitation as to recipients and entails public announcement of distribution.

Under OMB Bulletin No. 87-14, USDA and its agencies will be required to:

(1) Submit a listing of current and proposed periodicals, including expenditures and justification for both periodicals and non-recurring publications, and shall maintain an OMB-approved control system.

(2) Establish and maintain in electronic format a comprehensive inventory of all information dissemination products and services.

(3) Make such inventory available to the public, either directly or through intermediaries such as other Federal agencies or private sector entities, as an aid in locating Federal information services.

(4) Maintain and implement an OMB-approved control system for all information dissemination products and services.

Agencies are encouraged to include abstracts and keywords for all inventory entries (including non-recurring publications) in order to make the inventory more useful as an aid in locating information.

In its instructions, OMB is requiring the Federal departments and agencies to list the amounts collected from the public for their information products as well as total annual costs for making them available, including editing, graphics, layout, printing, distribution, mailing and storage.

USDA agency public affairs/information offices will be getting further instructions from USDA's Office of Information on procedures and deadlines.

6/19

GPO AGENCY PROCEDURAL HANDBOOK AVAILABLE TO USDA AGENCIES IN THE FIELD

For those USDA field offices which deal with the U.S. Government Printing Office (GPO) on a regular basis, a new version of the GPO Agency Procedural Handbook is available at the nearest GPO field office.

The book is very handy, according to Al Senter, deputy chief of printing in USDA's Office of Information. He says it gives all the necessary information on how to do business with GPO.

For more information, contact Al Senter, Deputy Chief, Printing Division, Office of Information, Room 501-A, USDA, Washington, DC 20250. His telephone is (202) 447-7175.

6/19

GAO SURVEY OF FEDERAL AGENCY INFORMATION NEEDS AND PRACTICES UNDERWAY

The U.S. General Accounting Office (GAO), at the request of the Congressional Joint Committee on Printing (JCP), is surveying the information needs and practices of Federal departments and agencies.

USDA agencies will have 45 days to complete the 34-page questionnaire after receiving it. The questionnaire was developed by GAO in cooperation with the JCP and the Congressional Office of Technology Assessment (OTA), which is conducting an extensive study of technology, public policy and the changing nature of Federal information dissemination.

The purpose of the GAO survey is to develop information that will assist the GAO and OTA to identify and describe what kinds of Federal information are being disseminated and how, and to identify and analyze key Federal information collection and dissemination issues and options.

(more)

USDA's Office of Information, under the Assistant Secretary for Governmental and Public Affairs, and the Office of Information Resources Management, under the Assistant Secretary for Administration, will coordinate the responses to the GAO survey.

Further information will be sent to the agencies shortly.

6/19

GPO ELECTRONIC PRINTING/PUBLISHING DEMONSTRATION SERVICE CENTER ON THE WAY

The Production Department of the U.S. Government Printing Office (GPO) has established a demonstration service center for the benefit of its customers.

In the future, the center will be equipped for displaying many elements suitable for transplant to customers' sites to serve their electronic printing and publishing needs. The primary element of the center will be its dial-up composition work station which will enable GPO to better explain this rapidly expanding service to GPO customer agencies.

As the GPO center grows, other production elements, including binding and photocopying capabilities will be added to give customers a broad-based look at the services and facilities available from GPO. New technologies and processes will be incorporated into the center as they become available.

For further information, contact Bud Collison, Room 830, Government Printing Office, Washington, DC 20401, or call (202) 275-2031.

6/24

USDA PRINTING DIVISION SAYS NEW, ECONOMICAL MATTE PAPER NOW AVAILABLE

The U.S. Government Printing Office (GPO) now has a more economical coated paper suitable for newsletters and other printing which requires a paper with a better printing surface than GPO's uncoated JCP A60 offset book paper. It's called "(publication grade) matte coated offset book" paper.

The matte coated offset book paper, JCP A240 specification, which was reissued in May last year, is intended for multicolor face and back offset printing of books, pamphlets, brochures, etc., and for high quality reproduction of satellite and high-altitude imagery.

When printing needs do not include halftones requiring 175-line screen or reproduction of continuous tone imagery by a random dot process, use of this grade of paper is not necessary and is increasing the agency's printing costs.

If interested in the new paper product, check with the Printing Division in USDA's Office of Information. Contact Al Senter, Deputy Chief, Room 501-A, USDA, Washington, DC 20250, or call at (202) 447-7175.

6/24

JOINT COMMITTEE ON PRINTING OPPOSES CHANGE IN FEDERAL PRINTING LAW RULES

The Congressional Joint Committee on Printing (JCP) has asked the Federal Acquisitions Regulations (FAR) Board to withdraw immediately a provision which allows Federal agencies to conduct their own field printing operations without prior central departmental approval.

In March, the governing board of the FAR amended its regulations to allow Federal agencies to conduct printing jobs and purchases without first notifying the U.S. Government Printing Office.

(more)

However, JCP members say they're opposed to any attempt to change Federal printing laws through administrative action. They add that altering Federal printing procedures "would create duplication of effort and waste of Federal funds."

They conclude by stating that until Federal printing laws are amended by the Congress, all government employees are obliged to follow existing statutes.

The controversial amendment to the Federal regulations, scheduled to go into effect July 1, includes a U.S. Department of Justice legal opinion that it is unconstitutional to require Federal agencies to obtain advance approval from JCP before making a printing acquisition.

6/24

UNIVERSITY OF MARYLAND COOPERATIVE EXTENSION SERVICE NEEDS ASSOCIATE PRODUCER

The Cooperative Extension Service of the University of Maryland is looking for an associate producer (video and teleconferences) to plan and coordinate a statewide educational television and teleconference effort for the University of Maryland Agricultural Experiment Station, the College of Agriculture, and the College of Life Sciences.

An undergraduate degree in television and video production and/or instructional technology is required. A Master's degree is preferred.

Mail inquiries to: Eugene M. Britt, Director of Personnel, Symons Hall, University of Maryland, College Park, MD 20742. Telephone: (301) 454-3621.

Closing date is June 30.

6/22

PUBLIC TELEVISION STATIONS WILL AIR FILM ON WISCONSIN AGRICULTURE

"Food and Jobs," a new film produced by the University of Wisconsin-Madison, will be shown on six public television stations during June and July.

Wolfgang Hoffmann, creator of the film, says that nearly 25 percent of the state's workforce is busy producing, handling, or marketing farm goods, or providing the products Wisconsin farmers need. Farming and agribusiness together contribute about \$20 billion annually to the state's economy, and employ more than a half-million people. Those facts are the basis of the film, because agriculture plays such a key role in Wisconsin's economy.

For more information contact: Wolfgang Hoffmann at (608) 262-0274.

6/22

** ANNUAL CIRCULARIZATION FORM **
for
"INSIDE INFORMATION" NEWSLETTER

Please return to:

Special Programs Division
Office of Information, Room 536-A
U.S. Department of Agriculture
Washington, DC 20250

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